

Case study name game

Business



The Case revolves around two hospital's naming Restricted Medical Center and Robinson -Martinez Hospital. As Restricted Medical Center purchases Robinson -Martinez Hospital, there emerges a problem of formulating a new brand name. Mr.

. Brian Garcia , Chief Executive Officer of Restricted Medical Center was assigned a task of creating new brand name that will ensure best possible market place results and formulating brand management plan that will yield optimal results.

The first alternative that I propose is Co-Branding strategy , that is combining the current brands to make one merged brand This retains both their names to please the very loyal followers and creating a unified brand that suggests an integrated system with a broader range of resources for patients. The disadvantages for this alternative is that it is very costly to establish a new combined brand name. Due to the change in hospital's name creates a confusion among public regarding the services and Insurance coverage.

The Second alternative that I propose is Multi Brand Strategy. Creating an umbrella brand with two unique brands underneath. This creates an overall brand for a system that focuses on health of patients and allowing each hospital to retain their individual identities. This helps in keeping each hospital's loyal customer base and less likely to create confusion among physicians and Insurance companies. As a health system, people will likely recognize the availability of wide range of resources and failures of one hospital won't necessarily be associated with the other hospital.

The disadvantages for this option is that it involves huge amount of money to establish an umbrella brand and also in marketing of two compromising hospitals.

As it is a new brand, it might not be associated immediately and requires time. There is no obvious decision for the problem. I prefer to choose the second alternative that is Multi Brand Strategy. Even though this option involves huge amount of money, I choose this because it allows to retain the individual identities of both the hospitals and also helps in keeping each hospital's lackluster base avoiding confusion among providers and public.